MENU **SEARCH** **INDEX** **DETAIL** **JAPANESE**

PATENT ABSTRACTS OF JAPAN

(11)Publication number :		2002-183598
(43)Date of publication of application :		28.06.2002

(51)Int.Cl.	G06F 17/60
	G06F 13/00

(21)Application number :	2000-404124	(71) Applicant :	MATSUBARA KAZUO
(22)Date of filing :	12.12.2000	(72)Inventor :	MATSUBARA KAZUO

(54) ADVERTISEMENT BUSINESS MODEL

(57)Abstract:

PROBLEM TO BE SOLVED: To distribute advertising information using the Internet and a cellular phone network, a grasp the trend of consumers making the most of two-way communication and to carry out many unspecified advertisements efficiently, in large quantities at a reasonable cost.

SOLUTION: A contribution of an advertising business model using the Internet can be made, that is, a server and a display system usable by many unspecified customers are installed at arbitrary places. The customer who wants an advertisement to be carried, generates own advertising information and distributes it to the server over the Internet. Voice and illumination for enhancing advertisement effects can be added, and the advertisement information is displayed on the display system through the cellular phone network, while the
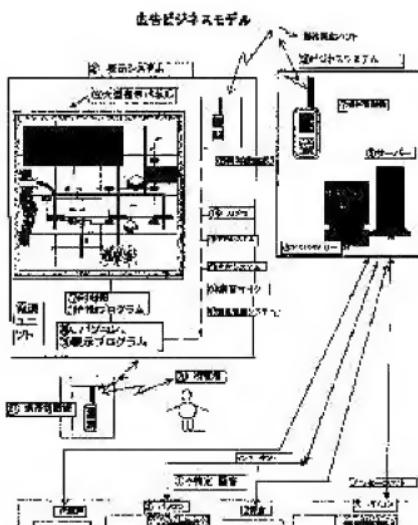
trend and need of a consumer are grasped, making a dialog with the consumer via a cellular phone, while displaying the advertisement. Since many issues of advertisements are handled on one display system, advertising means of high efficiency and reasonable cost is provided.
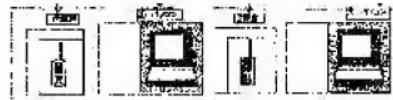
LEGAL STATUS

[Date of request for examination]   08.01.2002

[Date of sending the examiner's decision of   10.08.2004
rejection]

[Kind of final disposal of application other than
the examiner's decision of rejection or application
converted registration]

[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of
rejection]

[Date of requesting appeal against examiner's
decision of rejection]

[Date of extinction of right]